

LAMPIRAN 1

Kuesioner Penelitian

LAMPIRAN
KUESIONER

Nomor urut kuesioner

Responden Yth

Nama saya Indra Gunalan, mahasiswa Fakultas Ekonomi Universitas Negeri Yogyakarta. Saat ini sedang melakukan penelitian untuk skripsi saya mengenai “ mengetahui Pengaruh *Internet Banner Advertising Contact And Attention dan Internet Banner Advertising Content* Terhadap *Internet Banner Advertising Affect* Pada Penyedia Jasa Seluler Telekomunikasi”. Agar penelitian ini dapat berlangsung dengan baik, saya mohon kesediaan dan bantuan saudara untuk mengisi kuesioner ini dengan sebaik-baiknya. Atas perhatian dan waktu saudara, saya ucapkan terimakasih.

PETUNJUK: BERIKAN TANDA (✓) PADA PERNYATAAN BERIKUT YANG TEPAT BAGI ANDA

- ☐ Saya memiliki dan menggunakan koneksi internet di rumah saya (contoh: Telkom Speedy, Indosat IM2, Telkomsel Flas, XL, SmartFren, dll.)
- ☐ Menggunakan fasilitas hotspot di kampus atau ditempat lain
- ☐ Memiliki dan menggunakan *handphone* atau *smartphone* yang mampu mengakses data.
- Jika Anda memilih salah satu (atau lebih) dari pernyataan diatas, mohon lanjutkan ke pertanyaan berikutnya, jika tidak, **STOP** sampai disini.
- Terimakasih atas partisipasi Anda.

PETUNJUK: JAWABLAH PERTANYAAN BERIKUT YANG TEPAT BAGI ANDA

1. Sebutkan Merek dan jenis produk jasa seluler telekomunikasi yang anda gunakan saat ini! (contoh : Indosat Im3, Telkomsel Simpati, XL, dll.)

.....

2. Apakah Anda pernah melihat iklan banner di internet dari merek operator jasa telekomunikasi yang anda gunakan saat ini? (contoh: Indosat, Telkomsel, XL, dll.)

- ☐ Ya
☐ Tidak

Jika Ya, lanjutkan ke pertanyaan berikutnya,
 Jika tidak, **STOP** sampai disini, terimakasih atas peartisipasi Anda.

PETUNJUK: LINGKARI JAWABAN YANG ANDA PILIH

1. Berapa lama anda telah menggunakan internet?
 a. <1 tahun b. 1-2 tahun c. 2-3 Tahun d. 3-4 tahun e. > 4 tahun
2. Kategori website yang paling sering Anda kunjungi? (harap pilih salah satu)
 - a. Search Engine (contoh: google.com, bing.com, search.twitter.com, dll)
 - b. Web portal (contoh: yahoo.com, detik.com, okezone.com, kapanlagi.com, dll)
 - c. Download site (contoh: 4share.com, indowebster.com, mediafire.com, dll)
 - d. Website komunikasi (contoh facebook.com, kaskus.us, twitter.com, dll)
 - e. Website hiburan (contoh youtube.com, flixtar.com, dll)
 - f. Website berita (contoh kompas.com, detik.com, dll)
 - g. Blog (contoh: blogger.com, wordpress.com dll)
 - h. Lainnya (sebutkan).....
3. Website Indonesia apa yang Anda paling sering kunjungi?
 - a. Kompas.com
 - b. Detik.com
 - c. Kaskus.us
 - d. Kapanlagi.com
 - e. Vivanews.com
 - f. Indowebster.com
 - g. lainnya(sebutkan).....

PETUNJUK PENGISIAN

1. Pertanyaan 1a-1c, isilah pertanyaan kuesioner dengan apa yang Anda biasa lakukan
2. Pertanyaan 2a-2c, isi pertanyaan kuesioner dibawah ini dengan memberikan tanda (✓) pada kolom yang tersedia, sesuai jawaban Anda.
 Sangat Menarik
 Menarik
 Kurang Menarik
 Tidak Menarik
 Sangat Tidak Menarik
3. Nomor 3c isilah pertanyaan kuesioner dengan apa yang Anda biasa lakukan
4. Pertanyaan 3a-3l (kecuali nomor 3c),Pilih jawaban yang menurut Anda paling tepat dengan keterangan sebagai berikut:

SS	=	Sangat setuju
S	=	Setuju
RR	=	Ragu-ragu
TS	=	Tidak setuju
STS	=	Sangat tidak setuju

KUESIONER

1. Kontak dan perhatian iklan banner di internet (*Internet Banner Advertising Contact And Attention*) dari merek operator jasa telekomunikasi yang anda gunakan, contoh: jika merek operator telekomunikasi Anda adalah Indosat, maka iklan banner yang dimaksud adalah iklan banner dari produk Indosat jenis apapun.
 - a. Berapa jam rata-rata Anda menggunakan internet dalam seminggu?.....
 - b. Berapakali Anda mengunjungi website Indonesia dalam seminggu?.....
 - c. Berapa kali Anda **melihat** iklan banner jasa seluler telekomunikasi yang Anda gunakan dalam seminggu?.....
 - d. Berapa kali Anda **mengamati** iklan banner jasa seluler telekomunikasi yang Anda gunakan seminggu?...

2. Tingkat Menariknya Desain Iklan Banner Di internet (*Internet Banner Advertising Content*) Bagi Anda.

Flash adalah program grafis multimedia keluaran Macromedia yang banyak dipakai untuk pengembangan situs web yang interaktif dan kebanyakan digunakan untuk membuat gambar bergerak/animasi (lengkap dengan suara).

No	Pertanyaan	Sangat Menarik	Menarik	Kurang Menarik	Tidak Menarik	Sangat Tidak Menarik
a.	Bagaimana menurut Anda, unsur penempatan desain <i>flash</i> dalam tampilan iklan banner di internet					
b.	Bagaimana menurut Anda, unsur penempatan teks dalam tampilan iklan banner di internet					
c.	Bagaimana menurut Anda, unsur penggunaan gambar dalam tampilan iklan banner di internet					
d.	Bagaimana menurut Anda, unsur penggunaan warna dalam tampilan iklan banner di internet					
e.	Bagaimana menurut Anda, Secara umum unsur isi (<i>content</i>) dalam iklan banner di internet					

3. Dampak dari iklan banner di internet (*Internet Banner Advertising Effect*) iklan banner yang dimaksud sesuai dengan merek jasa seluler telekomunikasi yang anda gunakan, contoh: jika jasa seluler Anda adalah Indosat IM3, maka iklan banner yang dimaksud adalah iklan banner dari produk Indosat dari produk apapun)

No	Pertanyaan	SS	S	RR	TS	STS
Keinginan untuk menge-klik (<i>Clik Trough</i>) iklan banner di internet dari merek jasa seluler telekomunikasi yang Anda gunakan.						
a.	Anda tertarik untuk menge-klik iklan-iklan banner jasa seluler telekomunikasi yang ada di internet					
b.	Anda ingin menge-klik iklan-iklan banner jasa seluler telekomunikasi yang ada di internet					
c.	Berapa kali Anda menge-klik iklan banner jasa seluler telekomunikasi yang ada di internet dalam seminggu?.....					
Kemampuan mengingat (<i>recall effect</i>) iklan banner di Internet dari merek jasa seluler telekomunikasi yang Anda gunakan						
d.	Anda bisa mengingat sebagian besar isi dari iklan-iklan banner jasa seluler telekomunikasi yang ada di internet					
e.	Iklan banner di internet membuat Anda memiliki kesan yang lebih baik terhadap jasa seluler telekomunikasi yang diiklankan					
f.	Anda bisa menjelaskan isi dari iklan banner jasa seluler telekomunikasi yang ada di internet.					
Sikap terhadap merek (<i>attitude of brand</i>) jasa seluler telekomunikasi yang diiklankan						
g.	Setelah melihat iklan yang ada di internet, saya jadi lebih suka pada merek produk jasa seluler telekomunikasi yang diiklankan					
h.	Setelah melihat iklan yang ada di internet, saya jadi lebih memilih pada merek jasa seluler telekomunikasi yang diiklankan					
i.	Setelah melihat iklan yang ada di internet, kesan saya terhadap merek jasa seluler telekomunikasi menjadi lebih kuat.					
Keinginan membeli produk (<i>Purchase Intention</i>) merek jasa seluler telekomunikasi yang Anda gunakan						
j.	Setelah melihat iklan banner internet, saya mau mencoba menggunakan jasa seluler telekomunikasi tersebut.					
k.	Setelah melihat iklan banner di internet, saya tertarik untuk membeli jasa seluler telekomunikasi tersebut.					
l.	Setelah melihat iklan banner di internet, saya akan membeli jasa seluler telekomunikasi tersebut.					

PETUNJUK : BERIKAN TANDA (√) PADA PERTANYAAN BERIKUT YANG TEPAT BAGI ANDA

B. Profil Responden

1. Jenis kelamin

- ☐ Laki-laki
☐ Perempuan

2. Mahasiswa Universitas Negeri Yogyakarta

Fakultas :.....
 Semester :.....

3. Uang saku perbulan

- ☐ Rp500.000- Rp750.00 ☐ Rp1.250.000-Rp1.500.000
☐ Rp750.001- Rp1.000.000 ☐ Rp>1.500.000
☐ Rp1.000.001-Rp1.250.000

5. Pengeluaran untuk langganan internet per bulan

- ☐ ≤ Rp10.000 ☐ Rp25.001-Rp50.000
☐ Rp.10.001-Rp25.001 ☐ Rp > Rp50.000

6 . Hobi:.....

LAMPIRAN 2

Uji Instrumen:

1. Data 30 Responden
2. Uji Validitas
3. Uji Reliabilitas

DATA 30 RESPONDEN

Data 30 responden variabel *Internet Banner Advertising Contact And Attention*

Responden	1	2	3	4	Jumlah
1	2	4	3	3	12
2	3	6	3	2	14
3	4	4	3	4	15
4	4	4	2	2	12
5	3	4	3	5	15
6	3	3	2	2	10
7	2	2	1	1	6
8	3	3	2	1	9
9	2	3	2	1	8
10	3	4	2	2	11
11	3	3	1	2	9
12	3	3	2	3	11
13	2	2	1	2	7
14	1	1	2	1	5
15	2	2	1	1	6
16	1	3	1	1	6
17	3	4	1	1	9
18	5	4	2	1	12
19	2	2	2	2	8
20	1	2	1	1	5
21	3	4	4	6	17
22	3	4	6	7	20
23	1	2	1	1	5
24	6	4	3	7	20
25	2	4	3	3	12
26	4	4	3	2	13
27	3	3	2	2	10
28	3	4	3	3	13
29	3	3	2	2	10
30	3	4	3	4	14

Data 30 responden variabel *Internet Banner Advertising Content*

Responden	1	2	3	4	5	Jumlah
1	4	4	4	4	4	20
2	4	4	4	4	4	20
3	4	4	4	4	4	20
4	4	4	4	4	4	20
5	3	3	3	3	3	15
6	4	4	4	4	4	20
7	4	4	4	4	4	20
8	4	4	5	4	4	21
9	5	5	5	5	5	25
10	4	4	4	4	4	20
11	3	3	3	3	3	15
12	4	4	4	4	4	20
13	4	4	4	4	4	20
14	4	4	4	4	4	20
15	3	4	4	4	4	19
16	4	4	4	5	4	21
17	4	4	4	4	4	20
18	5	4	4	4	3	20
19	4	4	4	5	4	21
20	4	4	5	4	4	21
21	5	4	5	4	4	22
22	4	4	4	4	4	20
23	3	4	4	3	4	18
24	5	5	5	5	5	25
25	4	4	4	4	3	19
26	4	4	4	4	4	20
27	4	4	3	4	4	19
28	4	4	4	4	4	20
29	4	4	4	4	4	20
30	4	4	4	4	4	20

Data 30 responden variabel *Internet Banner Advertising Effect*

[illegible]

LAMPIRAN

A. Uji Validitas dengan CFA (*Confirmatory Factor Analysis*)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.569
Bartlett's Test of Sphericity	Approx. Chi-Square	595.596
	df	210
	Sig.	.000

Communalities

	Initial	Extraction
CONTACT1	1.000	.523
CONTACT2	1.000	.674
CONTACT3	1.000	.761
CONTACT4	1.000	.706
CONTENT1	1.000	.692
CONTENT2	1.000	.893
CONTENT3	1.000	.658
CONTENT4	1.000	.700
CONTENT5	1.000	.748
EFFECT 1	1.000	.434
EFFECT 2	1.000	.618
EFFECT 3	1.000	.605
EFFECT 4	1.000	.471
EFFECT 5	1.000	.714
EFFECT 6	1.000	.720
EFFECT 7	1.000	.730
EFFECT 8	1.000	.807
EFFECT 9	1.000	.875
EFFECT 10	1.000	.843
EFFECT 11	1.000	.774
EFFECT 12	1.000	.700

Extraction Method: Principal Component
Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.432	40.151	40.151	8.432	40.151	40.151	7.571	36.051	36.051
2	3.457	16.463	56.614	3.457	16.463	56.614	3.868	18.417	54.468
3	2.758	13.135	69.749	2.758	13.135	69.749	3.209	15.280	69.749
4	1.380	6.569	76.318						
5	1.127	5.367	81.685						
6	.855	4.070	85.755						
7	.594	2.829	88.584						
8	.466	2.217	90.801						
9	.429	2.044	92.845						
10	.350	1.668	94.514						
11	.242	1.155	95.669						
12	.204	.973	96.641						
13	.186	.884	97.526						
14	.144	.687	98.213						
15	.127	.605	98.818						
16	.088	.417	99.235						
17	.068	.324	99.559						
18	.038	.180	99.739						
19	.030	.144	99.884						
20	.018	.085	99.969						
21	.007	.031	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component		
	1	2	3
CONTACT1	.406	.202	.563
CONTACT2	.087	.255	.776
CONTACT3	.250	.324	.770
CONTACT4	.352	.236	.726
CONTENT1	.565	.611	-.025
CONTENT2	.378	.796	-.340
CONTENT3	.378	.651	-.301
CONTENT4	.327	.690	-.342
CONTENT5	.286	.723	-.379
EFFECT 1	.637	-.009	-.170
EFFECT 2	.777	-.053	-.106
EFFECT 3	.766	.109	.078
EFFECT 4	.639	.084	.236
EFFECT 5	.828	.082	.150
EFFECT 6	.811	-.206	.145
EFFECT 7	.816	-.253	-.015
EFFECT 8	.723	-.498	-.189
EFFECT 9	.864	-.334	-.130
EFFECT 10	.857	-.318	-.090
EFFECT 11	.800	-.300	-.210
EFFECT 12	.790	-.275	-.028

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix^a

	Component		
	1	2	3
CONTACT1	.221	.085	.683
CONTACT2	-.115	-.056	.811
CONTACT3	.006	.058	.870
CONTACT4	.140	.033	.828
CONTENT1	.276	.718	.317
CONTENT2	.070	.941	.040
CONTENT3	.123	.801	.030
CONTENT4	.067	.834	-.009
CONTENT5	.021	.864	-.042
EFFECT 1	.604	.264	.007
EFFECT 2	.741	.246	.087
EFFECT 3	.645	.311	.304
EFFECT 4	.520	.186	.408
EFFECT 5	.703	.279	.377
EFFECT 6	.802	.027	.277
EFFECT 7	.845	.050	.117
EFFECT 8	.878	-.122	-.143
EFFECT 9	.935	.042	-.001
EFFECT 10	.917	.038	.039
EFFECT 11	.872	.082	-.080
EFFECT 12	.831	.029	.092

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

B. Uji Reliabilitas

1. *Internet Banner Advertising Contact and Attention*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.810	.829	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CONTACT1	8.03	11.413	.551	.453	.797
CONTACT2	7.50	11.569	.620	.529	.775
CONTACT3	8.57	10.323	.758	.732	.713
CONTACT4	8.30	7.183	.707	.706	.758

2. *Internet Banner Advertising Content*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.894	.903	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CONTENT1	16.03	2.516	.704	.651	.882
CONTENT2	16.03	2.723	.900	.848	.849
CONTENT3	15.97	2.516	.712	.559	.880
CONTENT4	16.00	2.552	.749	.625	.870
CONTENT5	16.10	2.714	.707	.739	.879

3. *Internet Banner Advertising Effect*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.938	.947	12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
EFFECT 1	33.80	56.166	.620	.726	.937
EFFECT 2	33.83	54.006	.777	.800	.931
EFFECT 3	34.27	48.202	.697	.690	.943
EFFECT 4	33.83	57.730	.570	.634	.938
EFFECT 5	33.53	55.568	.742	.798	.933
EFFECT 6	33.77	54.185	.778	.828	.931
EFFECT 7	33.70	55.252	.803	.761	.931
EFFECT 8	34.03	56.861	.739	.859	.933
EFFECT 9	33.93	54.823	.857	.939	.929
EFFECT 10	34.03	53.413	.855	.919	.928
EFFECT 11	34.10	55.266	.790	.878	.931
EFFECT 12	34.17	55.178	.761	.789	.932

LAMPIRAN 3

Analisis Data :

1. Data 98 Responden
2. Analisis Deskriptif
3. Uji Prasyarat Analisis
4. Analisis Regresi Berganda

DATA 98 RESPONDEN

Data 98 responden variabel *Internet Banner Advertising Contact And Attention*

Responden	1	2	3	4	Jumlah
1	2	2	2	2	8
2	4	3	2	1	10
3	5	2	2	2	11
4	5	2	2	1	10
5	4	2	2	2	10
6	4	2	2	1	9
7	2	1	1	1	5
8	3	1	1	1	6
9	3	1	1	1	6
10	5	2	1	1	9
11	4	1	1	1	7
12	4	2	2	2	10
13	2	1	1	1	5
14	2	1	1	1	5
15	2	1	1	1	5
16	1	1	1	1	4
17	3	2	1	1	7
18	6	2	1	1	10
19	3	1	1	1	6
20	1	1	1	1	4
21	4	2	3	3	12
22	4	2	4	3	13
23	1	1	1	1	4
24	8	2	2	3	15
25	2	2	2	1	7
26	5	2	2	1	10
27	4	2	2	1	9
28	4	2	2	2	10
29	4	2	2	1	9
30	4	2	2	2	10
31	2	1	2	1	6
32	2	1	2	2	7
33	2	2	2	2	8
34	2	2	3	1	8
35	3	4	4	4	15

36	3	4	1	1	9
37	6	5	4	1	16
38	8	7	3	1	19
39	5	4	5	2	16
40	4	6	1	1	12
41	1	4	2	1	8
42	2	3	1	1	7
43	1	1	1	1	4
44	6	1	2	1	10
45	1	2	1	1	5
46	5	4	2	1	12
47	2	2	1	2	7
48	1	2	1	1	5
49	3	2	2	1	8
50	1	1	1	1	4
51	1	1	1	1	4
52	2	2	2	1	7
53	3	2	3	1	9
54	2	2	2	2	8
55	3	2	1	1	7
56	1	1	1	1	4
57	1	1	1	1	4
58	2	3	3	3	11
59	3	1	2	1	7
60	1	1	1	1	4
61	2	1	2	2	7
62	5	1	1	1	8
63	1	2	1	1	5
64	4	2	2	1	9
65	6	2	2	1	11
66	4	2	2	1	9
67	2	3	2	1	8
68	2	2	1	1	6
69	4	3	2	2	11
70	6	2	1	1	10
71	4	3	8	2	17
72	1	3	2	1	7
73	3	8	1	1	13
74	5	4	5	1	15
75	1	1	1	1	4
76	1	1	2	2	6

77	1	1	1	1	4
78	2	2	1	1	6
79	3	1	1	1	6
80	2	2	1	1	6
81	2	3	1	1	7
82	1	2	1	2	6
83	4	3	2	2	11
84	2	5	4	5	16
85	5	2	2	2	11
86	8	7	3	2	20
87	1	1	1	1	4
88	4	4	5	2	15
89	3	6	6	1	16
90	1	1	1	1	4
91	5	7	2	2	16
92	3	1	2	1	7
93	3	1	2	1	7
94	4	4	1	1	10
95	5	6	4	2	17
96	3	2	5	1	11
97	3	4	1	1	9
98	8	6	2	1	17

Data 98 responden variabel *Internet Banner Advertising Content*

Responden	1	2	3	4	5	Jumlah
1	4	4	4	4	4	20
2	4	4	4	4	4	20
3	4	4	4	4	4	20
4	4	4	4	4	4	20
5	3	3	3	3	3	15
6	4	4	4	4	4	20
7	4	4	4	4	4	20
8	4	4	5	4	4	21
9	5	5	5	5	5	25
10	4	4	4	4	4	20
11	3	3	3	3	3	15
12	4	4	4	4	4	20
13	4	4	4	4	4	20
14	4	4	4	4	4	20
15	3	4	4	4	4	19
16	4	4	4	5	4	21
17	4	4	4	4	4	20
18	5	4	4	4	3	20
19	4	4	4	5	4	21
20	4	4	5	4	4	21
21	5	4	5	4	4	22
22	4	4	4	4	4	20
23	3	4	4	3	4	18
24	5	5	5	5	5	25
25	4	4	4	4	3	19
26	4	4	4	4	4	20
27	4	4	3	4	4	19
28	4	4	4	4	4	20
29	4	4	4	4	4	20
30	4	4	4	4	4	20
31	5	5	5	5	5	25
32	4	4	3	4	4	19
33	4	4	4	4	4	20
34	4	4	4	4	4	20
35	4	4	4	4	4	20
36	4	4	4	4	4	20
37	4	4	4	4	4	20
38	4	4	4	4	4	20

39	4	3	4	4	4	19
40	3	4	4	4	3	18
41	5	5	5	5	4	24
42	4	4	4	4	4	20
43	5	4	5	5	4	23
44	2	2	2	2	2	10
45	4	4	4	4	4	20
46	4	4	4	4	4	20
47	4	4	4	4	2	18
48	4	4	4	5	3	20
49	5	4	4	5	4	22
50	4	4	3	4	4	19
51	4	4	4	4	4	20
52	4	3	4	4	4	19
53	3	3	4	4	3	17
54	5	4	4	4	4	21
55	4	4	4	2	4	18
56	4	4	4	4	4	20
57	3	2	3	4	3	15
58	5	5	4	5	5	24
59	2	3	3	3	2	13
60	3	3	2	4	1	13
61	4	3	4	2	3	16
62	3	3	4	4	4	18
63	4	4	4	4	4	20
64	4	4	5	5	4	22
65	5	5	5	5	5	25
66	4	4	4	4	4	20
67	4	4	4	4	4	20
68	4	5	4	4	4	21
69	4	4	4	4	4	20
70	4	4	4	4	3	19
71	4	4	4	4	4	20
72	4	4	4	4	4	20
73	4	4	4	4	4	20
74	4	3	4	4	3	18
75	4	4	4	4	4	20
76	5	5	5	5	4	24
77	4	4	5	5	3	21
78	2	2	3	3	2	12
79	5	5	3	3	3	19

80	5	5	5	5	4	24
81	4	3	4	4	3	18
82	4	4	4	4	4	20
83	4	4	4	5	4	21
84	4	4	4	4	5	21
85	4	4	4	4	4	20
86	4	3	4	4	5	20
87	4	5	4	5	4	22
88	4	3	2	3	2	14
89	4	4	2	4	1	15
90	4	4	5	4	4	21
91	4	4	4	4	4	20
92	3	3	3	2	3	14
93	3	3	3	3	3	15
94	4	4	3	4	4	19
95	4	4	4	4	4	20
96	4	4	4	4	4	20
97	4	4	4	4	4	20
98	4	4	3	4	4	19

Data 98 responden variabel *Internet Banner Advertising Effect*

Responden	1	2	3	4	5	6	7	8	9	10	11	12	Jumlah
1	2	2	1	3	4	4	3	3	3	2	2	2	31
2	2	2	1	3	3	2	2	2	2	2	2	2	25
3	4	3	1	4	4	4	4	3	3	2	2	2	36
4	4	4	1	4	4	4	4	2	2	2	2	2	35
5	3	3	2	3	3	3	3	3	3	3	3	3	35
6	3	3	1	2	2	2	2	2	2	2	2	2	25
7	4	4	2	4	4	4	4	4	4	4	4	4	46
8	4	4	2	3	4	4	4	3	4	4	3	3	42
9	4	4	2	3	4	3	3	3	3	3	3	3	38
10	4	4	2	3	3	3	3	3	3	3	3	3	37
11	3	3	1	3	3	3	3	3	3	3	3	3	34
12	4	4	2	4	4	4	4	4	4	4	4	4	46
13	4	2	2	2	2	2	2	2	2	2	2	2	26
14	4	4	1	4	4	4	4	4	4	4	4	2	43
15	4	3	1	3	3	3	4	3	3	3	3	3	36
16	3	4	1	3	4	3	3	3	3	3	3	3	36
17	2	2	2	2	4	4	4	4	4	4	4	4	40
18	3	4	3	2	4	4	4	4	4	4	3	4	43
19	2	2	1	3	2	2	3	2	2	2	3	2	26
20	2	2	1	3	3	2	3	3	3	2	2	2	28
21	4	4	1	5	4	5	4	3	4	4	4	4	46
22	3	3	1	4	4	3	4	3	3	4	3	3	38
23	2	2	1	2	2	2	2	2	2	2	2	2	23
24	4	4	3	4	5	4	4	3	4	4	4	4	47
25	2	2	1	3	4	4	3	3	3	2	2	2	31
26	2	2	2	3	3	2	2	2	2	2	2	2	26
27	3	3	2	3	3	3	4	3	3	3	3	3	36
28	3	4	2	3	4	3	3	3	3	3	3	3	37
29	4	4	2	4	4	4	4	4	4	4	4	4	46
30	4	4	3	3	3	3	3	3	3	3	3	3	38
31	4	4	1	4	4	4	4	4	4	5	4	4	46
32	4	3	4	3	4	4	3	3	3	3	3	3	40
33	4	4	2	3	3	4	2	2	2	2	2	2	32
34	2	2	1	3	4	2	2	2	2	2	2	2	26
35	2	3	1	3	3	4	2	2	2	2	2	2	28
36	3	2	1	2	2	2	2	2	1	2	2	2	23
37	2	2	1	4	2	4	4	4	4	4	3	2	36
38	1	2	1	3	2	3	2	3	4	2	3	2	28
39	3	4	1	2	3	2	4	3	4	3	3	3	35

40	2	2	1	4	3	4	2	3	3	3	4	3	35
41	4	3	1	4	5	4	4	4	4	4	3	3	43
42	3	3	1	3	4	3	4	3	3	4	3	3	37
43	4	3	1	3	3	3	3	3	3	3	2	2	33
44	2	2	1	2	2	2	2	2	2	2	2	2	42
45	2	2	1	3	3	3	4	4	5	1	1	2	31
46	2	2	1	2	2	2	4	4	4	3	3	3	32
47	1	2	1	4	3	4	3	4	4	3	3	3	35
48	3	4	6	5	4	4	3	4	4	3	4	3	47
49	4	4	1	4	4	4	3	4	3	3	3	3	40
50	1	2	1	2	2	3	1	1	3	2	2	1	21
51	4	4	1	4	4	4	4	4	4	4	4	4	45
52	2	2	1	4	4	4	4	4	4	4	4	4	41
53	1	2	2	2	3	4	4	4	4	4	4	4	38
54	4	0	1	0	3	0	0	3	0	3	0	0	14
55	2	2	1	3	4	4	3	3	3	3	3	3	34
56	3	3	2	3	4	3	4	4	3	4	4	3	40
57	2	2	1	2	2	2	2	2	3	2	2	2	24
58	3	3	3	2	5	5	3	3	4	2	3	1	37
59	1	1	2	2	2	2	2	2	2	3	2	2	23
60	1	1	5	1	2	1	2	1	1	1	1	1	18
61	4	4	5	4	4	4	2	3	3	2	3	2	40
62	3	3	1	2	4	3	4	4	4	4	4	4	40
63	2	2	1	4	4	2	4	4	4	4	4	4	39
64	1	2	1	4	5	1	1	1	1	1	1	1	20
65	2	2	1	2	2	2	4	4	4	4	4	4	35
66	1	2	1	4	5	4	1	1	1	2	1	1	24
67	3	2	1	3	3	3	3	3	3	3	3	3	33
68	3	3	1	4	4	5	2	2	2	2	2	2	32
69	1	1	1	2	3	2	3	3	3	3	3	3	28
70	1	1	2	1	1	1	1	1	1	1	1	1	13
71	3	4	5	5	5	4	4	4	4	4	4	4	50
72	2	2	2	3	2	3	2	3	2	2	2	2	27
73	1	1	3	1	1	1	1	1	1	1	1	1	14
74	1	1	1	3	2	2	3	3	2	3	3	3	27
75	3	3	1	3	3	4	4	4	4	4	4	4	41
76	3	4	1	4	3	3	4	3	4	3	4	2	38
77	2	3	1	1	3	3	3	3	4	5	4	4	36
78	3	3	1	3	3	3	3	3	3	4	2	2	33
79	2	2	1	2	2	2	2	2	2	2	2	2	23
80	3	4	1	2	4	3	3	4	3	4	3	3	37
81	4	4	1	4	3	5	3	4	3	4	4	4	43
82	2	2	1	4	4	4	2	2	2	2	2	2	29
83	2	2	1	4	3	4	2	2	2	2	2	2	28

84	4	4	1	3	4	4	3	4	4	3	3	3	40
85	3	2	1	3	4	3	3	2	3	3	3	3	33
86	2	2	1	5	4	4	4	4	4	4	3	2	39
87	4	4	1	3	4	4	4	5	4	4	4	4	45
88	3	3	1	2	2	3	3	3	3	3	3	3	32
89	1	1	1	2	3	2	1	1	1	2	2	1	18
90	2	2	1	2	4	2	4	4	4	4	3	3	35
91	2	2	1	2	4	4	4	4	4	2	2	2	33
92	1	2	1	2	2	2	1	2	2	1	1	1	18
93	2	2	1	2	2	2	3	2	2	2	2	2	24
94	2	2	1	2	3	2	3	3	3	2	2	2	27
95	3	3	3	3	4	3	4	4	3	4	4	3	41
96	3	3	1	3	2	1	2	2	2	2	2	2	25
97	4	4	3	4	4	4	4	4	4	4	4	4	47
98	3	3	3	4	4	4	3	4	4	3	3	4	42

ANALISIS DESKRIPTIF

Internet Banner Advertising Contact And Attention

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Internet Banner Advertising Contact and Attention	98	16	4	20	887	9.05	.412	4.083	16.667
Valid N (listwise)	98								

Statistics

Internet Banner Advertising Contact and Attention

N	Valid	98
	Missing	0
Mean		9.05
Std. Error of Mean		.412
Median		8.00
Mode		7
Std. Deviation		4.083
Variance		16.667
Skewness		.813
Std. Error of Skewness		.244
Kurtosis		-.092
Std. Error of Kurtosis		.483
Range		16
Minimum		4
Maximum		20
Sum		887
Percentiles	25	6.00
	50	8.00
	75	11.00

Internet Banner Advertising Contact and Attention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	13	13.3	13.3	13.3
	5	7	7.1	7.1	20.4
	6	9	9.2	9.2	29.6
	7	14	14.3	14.3	43.9
	8	8	8.2	8.2	52.0
	9	9	9.2	9.2	61.2
	10	10	10.2	10.2	71.4
	11	7	7.1	7.1	78.6
	12	3	3.1	3.1	81.6
	13	2	2.0	2.0	83.7
	15	5	5.1	5.1	88.8
	16	5	5.1	5.1	93.9
	17	3	3.1	3.1	96.9
	19	2	2.0	2.0	99.0
	20	1	1.0	1.0	100.0
	Total	98	100.0	100.0	

*Internet Banner Advertising Content***Descriptive Statistics**

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Internet Banner Advertising Content	98	15	10	25	1916	19.55	.272	2.691	7.240
Valid N (listwise)	98								

Statistics

Internet Banner Advertising Content

N	Valid	98
	Missing	0
Mean		19.55
Std. Error of Mean		.272
Median		20.00
Mode		20
Std. Deviation		2.691
Variance		7.240
Skewness		-.882
Std. Error of Skewness		.244
Kurtosis		2.129
Std. Error of Kurtosis		.483
Range		15
Minimum		10
Maximum		25
Sum		1916
Percentiles	25	19.00
	50	20.00
	75	20.00

Internet Banner Advertising Content

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	1	1.0	1.0	1.0
	12	1	1.0	1.0	2.0
	13	2	2.0	2.0	4.1
	14	2	2.0	2.0	6.1
	15	5	5.1	5.1	11.2
	16	1	1.0	1.0	12.2
	17	1	1.0	1.0	13.3
	18	7	7.1	7.1	20.4
	19	11	11.2	11.2	31.6
	20	44	44.9	44.9	76.5
	21	10	10.2	10.2	86.7
	22	4	4.1	4.1	90.8
	23	1	1.0	1.0	91.8
	24	4	4.1	4.1	95.9
	25	4	4.1	4.1	100.0
Total		98	100.0	100.0	

*Internet Banner Advertising Effect***Descriptive Statistics**

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Internet Banner Advertising Effect	98	37	13	50	3342	34.10	.861	8.522	72.629
Valid N (listwise)	98								

Statistics

Internet Banner Advertising Effect

N	Valid	98
	Missing	0
Mean		34.10
Std. Error of Mean		.861
Median		35.00
Mode		40
Std. Deviation		8.522
Variance		72.629
Skewness		-.432
Std. Error of Skewness		.244
Kurtosis		-.413
Std. Error of Kurtosis		.483
Range		37
Minimum		13
Maximum		50
Sum		3342
Percentiles	25	27.75
	50	35.00
	75	40.00

Internet Banner Advertising Effect

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13	1	1.0	1.0	1.0
	14	2	2.0	2.0	3.1
	18	3	3.1	3.1	6.1
	20	1	1.0	1.0	7.1
	21	1	1.0	1.0	8.2
	23	3	3.1	3.1	11.2
	24	3	3.1	3.1	14.3
	25	3	3.1	3.1	17.3
	26	4	4.1	4.1	21.4
	27	3	3.1	3.1	24.5
	28	5	5.1	5.1	29.6
	29	1	1.0	1.0	30.6
	31	3	3.1	3.1	33.7
	32	4	4.1	4.1	37.8
	33	5	5.1	5.1	42.9
	34	2	2.0	2.0	44.9
	35	6	6.1	6.1	51.0
	36	6	6.1	6.1	57.1
	37	5	5.1	5.1	62.2
	38	5	5.1	5.1	67.3
	39	2	2.0	2.0	69.4
	40	7	7.1	7.1	76.5
	41	3	3.1	3.1	79.6
	42	3	3.1	3.1	82.7
	43	4	4.1	4.1	86.7
	45	3	3.1	3.1	89.8
	46	6	6.1	6.1	95.9
	47	3	3.1	3.1	99.0
	50	1	1.0	1.0	100.0
Total		98	100.0	100.0	

Analisis Uji Beda (*Compare Means*)

A. Uji Beda (*Compare Means*) Antara *Internet Banner Advertising Contact And Attention* dengan karakteristik responden, sebagai berikut:

1. Semester

Report

Internet Banner Advertising Contact and Attention

Semester	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
semester 2	7.17	12	2.691	4	12	86	9.7%	7.242
semester 4	6.81	21	3.156	4	17	143	16.1%	9.962
semester 6	10.00	14	5.174	4	19	140	15.8%	26.769
semester 8	10.03	34	4.041	4	19	341	38.4%	16.332
semester 10	12.00	8	4.899	5	20	96	10.8%	24.000
semester 12	9.00	9	1.581	7	11	81	9.1%	2.500
Total	9.05	98	4.083	4	20	887	100.0%	16.667

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Contact and Attention * Semester	Between Groups (Combined)	262.870	5	52.574	3.573	.005
	Within Groups	1353.875	92	14.716		
	Total	1616.745	97			

2. Jenis Kelamin

Report

Internet Banner Advertising Contact and Attention

Jenis Kelamin	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
Laki-Laki	9.11	44	4.099	4	19	401	45.2%	16.801
Perempuan	9.00	54	4.107	4	20	486	54.8%	16.868
Total	9.05	98	4.083	4	20	887	100.0%	16.667

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Contact and Attention * Jenis Kelamin	Between Groups	(Combined)	.313	1	.313	.019	.892
	Within Groups		1616.432	96	16.838		
	Total		1616.745	97			

3. Fakultas

Report

Internet Banner Advertising Contact and Attention

Fakultas	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
FBS	7.07	14	3.149	4	16	99	11.2%	9.918
FE	9.29	14	3.646	5	17	130	14.7%	13.297
FIK	8.79	14	4.061	4	20	123	13.9%	16.489
FIP	9.00	14	4.540	4	16	126	14.2%	20.615
FIS	10.00	14	4.557	4	19	140	15.8%	20.769
FMIPA	8.43	14	3.936	4	15	118	13.3%	15.495
FT	10.79	14	4.336	4	19	151	17.0%	18.797
Total	9.05	98	4.083	4	20	887	100.0%	16.667

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Contact and Attention * Fakultas	Between Groups (Combined)	116.816	6	19.469	1.181	.323
	Within Groups	1499.929	91	16.483		
	Total	1616.745	97			

4. Uang Saku

Report

Internet Banner Advertising Contact and Attention

Uang Saku	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
Rp. 500.000,00 - Rp. 750.000,00	8.96	51	4.247	4	19	457	51.5%	18.038
Rp. 750.001,00 - Rp. 1.000.000,00	9.10	31	3.815	4	20	282	31.8%	14.557
Rp. 1.000.001,00 - Rp. 1.250.000,00	9.29	7	4.751	4	19	65	7.3%	22.571
Rp. 1.250.001,00 - Rp. 1.500.000,00	8.00	2	4.243	5	11	16	1.8%	18.000
> Rp. 1.500.000,00	9.57	7	4.467	4	17	67	7.6%	19.952
Total	9.05	98	4.083	4	20	887	100.0%	16.667

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Contact and Attention * Uang Saku	Between Groups (Combined)		4.971	4	1.243	.072	.990
	Within Groups		1611.774	93	17.331		
	Total		1616.745	97			

5. Pengeluaran Langganan Internet Per Bulan

Report

Internet Banner Advertising Contact and Attention

Pengeluaran untuk langganan internet per bulan	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
< Rp. 10.000,00	7.78	18	4.387	4	17	140	15.8%	19.242
Rp. 10.001,00 - Rp. 25.000,00	7.94	16	2.235	4	12	127	14.3%	4.996
Rp. 25.001,00 - Rp. 50.000,00	9.57	37	4.305	4	19	354	39.9%	18.530
> Rp. 50.000,00	9.85	27	4.258	4	20	266	30.0%	18.131
Total	9.05	98	4.083	4	20	887	100.0%	16.667

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Contact and Attention * Pengeluaran untuk langganan internet per bulan	Between Groups (Combined)	76.208	3	25.403	1.550	.207
	Within Groups	1540.537	94	16.389		
	Total	1616.745	97			

6. Hobi

Report

Internet Banner Advertising Contact and Attention

Hobi	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
Begadang	17.50	2	2.121	16	19	35	3.9%	4.500
Belajar	5.00	2	1.414	4	6	10	1.1%	2.000
Browsing	10.00	11	2.490	6	15	110	12.4%	6.200
Jalan-Jalan	8.19	16	4.119	4	16	131	14.8%	16.963
Makan	9.00	2	1.414	8	10	18	2.0%	2.000
Mancing	7.00	1	.	7	7	7	.8%	.
Memasak	8.00	3	1.000	7	9	24	2.7%	1.000
Membaca	8.13	16	4.365	4	17	130	14.7%	19.050
Menggambar	7.00	2	.000	7	7	14	1.6%	.000
Menyanyi	8.00	1	.	8	8	8	.9%	.
Musik	10.25	8	6.042	4	19	82	9.2%	36.500
Ngopi	12.00	1	.	12	12	12	1.4%	.
Nonton Sinetron	8.00	2	5.657	4	12	16	1.8%	32.000
Olah Raga	9.30	20	4.219	4	20	186	21.0%	17.800
Otomotif	10.00	1	.	10	10	10	1.1%	.
Shopping	11.00	4	1.633	9	13	44	5.0%	2.667
Tidur	8.33	6	4.457	4	16	50	5.6%	19.867
Total	9.05	98	4.083	4	20	887	100.0%	16.667

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Contact and Attention * Hobi	Between Groups (Combined)	271.024	16	16.939	1.020	.446
	Within Groups	1345.721	81	16.614		
	Total	1616.745	97			

7. Merek Jasa Seluler

Report

Internet Banner Advertising Contact and Attention

Merk jasa seluler yang digunakan	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
3	8.57	7	4.860	4	17	60	6.8%	23.619
AS	8.86	7	3.532	6	16	62	7.0%	12.476
AXIS	9.67	3	5.508	4	15	29	3.3%	30.333
Hallo	8.00	1	.	8	8	8	.9%	.
IM3	9.17	42	4.259	4	20	385	43.4%	18.142
MENTARI	9.17	6	4.309	4	17	55	6.2%	18.567
SIMPATI	10.50	8	4.472	4	16	84	9.5%	20.000
SMARTFREN	12.33	3	3.512	9	16	37	4.2%	12.333
XL	7.95	21	3.598	4	16	167	18.8%	12.948
Total	9.05	98	4.083	4	20	887	100.0%	16.667

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Contact and Attention * Merk jasa seluler yang digunakan	Between Groups (Combined)	79.221	8	9.903	.573	.797
	Within Groups	1537.524	89	17.276		
	Total	1616.745	97			

8. Lama Menggunakan Internet

Report

Internet Banner Advertising Contact and Attention

Lama menggunakan internet	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
< 1 Tahun	9.50	6	5.431	4	16	57	6.4%	29.500
1-2 Tahun	9.89	18	4.296	4	19	178	20.1%	18.458
2-3 Tahun	6.62	13	2.364	4	10	86	9.7%	5.590
3-4 Tahun	6.00	10	2.404	4	10	60	6.8%	5.778
> 4 Tahun	9.92	51	4.034	4	20	506	57.0%	16.274
Total	9.05	98	4.083	4	20	887	100.0%	16.667

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Contact and Attention * Lama menggunakan internet	Between Groups (Combined)	222.704	4	55.676	3.714	.008
	Within Groups	1394.041	93	14.990		
	Total	1616.745	97			

9. Kategori Website yang Sering Dikunjungi

Report

Internet Banner Advertising Contact and Attention

Kategori Website yang paling sering dikunjungi	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
Search Engine	8.98	46	4.568	4	20	413	46.6%	20.866
Web Portal	8.00	4	3.367	4	12	32	3.6%	11.333
Download Site	12.00	3	6.083	8	19	36	4.1%	37.000
Website Komunikasi	8.64	33	3.296	4	16	285	32.1%	10.864
Website Hiburan	11.50	6	4.593	4	17	69	7.8%	21.100
Website Berita	9.00	3	4.359	4	12	27	3.0%	19.000
Blog	7.00	1	.	7	7	7	.8%	.
Lain-lain	9.00	2	1.414	8	10	18	2.0%	2.000
Total	9.05	98	4.083	4	20	887	100.0%	16.667

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Contact and Attention * Kategori Website yang paling sering dikunjungi	Between Groups (Combined)	76.630	7	10.947	.640	.722
	Within Groups	1540.115	90	17.112		
	Total	1616.745	97			

10. Website Indonesia yang sering dikunjungi

Report

Internet Banner Advertising Contact and Attention

Website Indonesia yang paling sering dikunjungi	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
Kompas.com	7.78	23	3.450	4	17	179	20.2%	11.905
Detik.com	8.68	22	3.670	4	17	191	21.5%	13.465
Kaskus.us	9.38	26	4.337	4	19	244	27.5%	18.806
Kapanlagi.com	10.29	14	4.286	5	20	144	16.2%	18.374
Vivanews.com	12.00	7	5.715	4	19	84	9.5%	32.667
Indowebster.com	6.00	1	.	6	6	6	.7%	.
Lain-lain	7.80	5	2.490	4	10	39	4.4%	6.200
Total	9.05	98	4.083	4	20	887	100.0%	16.667

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Contact and Attention * Website Indonesia yang paling sering dikunjungi	Between Groups (Combined)	142.248	6	23.708	1.463	.200
	Within Groups	1474.497	91	16.203		
	Total	1616.745	97			

B. Uji Beda (*Compare Means*) Antara *Internet Banner Advertising Content* dengan karakteristik responden, sebagai berikut:

1. Semester

Report

Internet Banner Advertising Content

Semester	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
semester 2	18.00	12	5.326	10	24	216	11.3%	28.364
semester 4	20.14	21	2.104	15	25	423	22.1%	4.429
semester 6	19.29	14	2.644	14	25	270	14.1%	6.989
semester 8	19.65	34	1.824	15	25	668	34.9%	3.326
semester 10	21.00	8	1.773	20	25	168	8.8%	3.143
semester 12	19.00	9	1.658	15	20	171	8.9%	2.750
Total	19.55	98	2.691	10	25	1916	100.0%	7.240

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Content * Semester	Between Groups (Combined)	57.052	5	11.410	1.627	.161
	Within Groups	645.193	92	7.013		
	Total	702.245	97			

2. Jenis Kelamin

Report

Internet Banner Advertising Content

Jenis Kelamin	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
Laki-Laki	19.61	44	2.315	10	25	863	45.0%	5.359
Perempuan	19.50	54	2.983	12	25	1053	55.0%	8.896
Total	19.55	98	2.691	10	25	1916	100.0%	7.240

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Content *	Between Groups	(Combined)	.313	1	.313	.043	.837
Jenis Kelamin	Within Groups		701.932	96	7.312		
	Total		702.245	97			

3. Fakultas

Report

Internet Banner Advertising Content

Fakultas	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
FBS	18.86	14	3.840	12	24	264	13.8%	14.747
FE	19.86	14	1.916	16	25	278	14.5%	3.670
FIK	20.50	14	1.605	19	25	287	15.0%	2.577
FIP	18.79	14	3.239	14	25	263	13.7%	10.489
FIS	19.00	14	3.397	10	24	266	13.9%	11.538
FMIPA	20.50	14	2.312	15	25	287	15.0%	5.346
FT	19.36	14	1.447	15	21	271	14.1%	2.093
Total	19.55	98	2.691	10	25	1916	100.0%	7.240

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Content *	Between Groups (Combined)	46.245	6	7.707	1.069	.387
Fakultas	Within Groups	656.000	91	7.209		
Total		702.245	97			

4. Uang Saku

Report

Internet Banner Advertising Content

Uang Saku	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
Rp. 500.000,00 - Rp. 750.000,00	19.41	51	2.968	10	25	990	51.7%	8.807
Rp. 750.001,00 - Rp. 1.000.000,00	19.90	31	2.166	13	25	617	32.2%	4.690
Rp. 1.000.001,00 - Rp. 1.250.000,00	17.86	7	3.132	13	21	125	6.5%	9.810
Rp. 1.250.001,00 - Rp. 1.500.000,00	20.00	2	.000	20	20	40	2.1%	.000
> Rp. 1.500.000,00	20.57	7	2.225	18	25	144	7.5%	4.952
Total	19.55	98	2.691	10	25	1916	100.0%	7.240

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Content *	Between Groups (Combined)	32.611	4	8.153	1.132	.346
Uang Saku	Within Groups	669.634	93	7.200		
Total		702.245	97			

5. Pengeluaran Internet Per Bulan

Report

Internet Banner Advertising Content

Pengeluaran untuk langganan internet per bulan	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
< Rp. 10.000,00	18.56	18	3.634	10	25	334	17.4%	13.203
Rp. 10.001,00 - Rp. 25.000,00	19.94	16	2.542	15	25	319	16.6%	6.462
Rp. 25.001,00 - Rp. 50.000,00	19.97	37	2.279	14	25	739	38.6%	5.194
> Rp. 50.000,00	19.41	27	2.531	13	24	524	27.3%	6.405
Total	19.55	98	2.691	10	25	1916	100.0%	7.240

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Content *	Between Groups (Combined)	27.371	3	9.124	1.271	.289
Pengeluaran untuk langganan internet per bulan	Within Groups	674.873	94	7.180		
	Total	702.245	97			

6. Hobi

Report

Internet Banner Advertising Content

Hobi	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
Begadang	20.00	2	.000	20	20	40	2.1%	.000
Belajar	16.50	2	6.364	12	21	33	1.7%	40.500
Browsing	19.45	11	3.671	10	24	214	11.2%	13.473
Jalan-Jalan	19.56	16	2.683	13	25	313	16.3%	7.196
Makan	20.00	2	.000	20	20	40	2.1%	.000
Mancing	18.00	1	.	18	18	18	.9%	.
Memasak	19.67	3	.577	19	20	59	3.1%	.333
Membaca	20.06	16	2.999	14	25	321	16.8%	8.996
Menggambar	14.00	2	1.414	13	15	28	1.5%	2.000
Menyanyi	18.00	1	.	18	18	18	.9%	.
Musik	19.88	8	2.167	16	24	159	8.3%	4.696
Ngopi	20.00	1	.	20	20	20	1.0%	.
Nonton Sinetron	21.50	2	.707	21	22	43	2.2%	.500
Olah Raga	20.15	20	1.814	17	25	403	21.0%	3.292
Otomotif	15.00	1	.	15	15	15	.8%	.
Shoping	20.25	4	.500	20	21	81	4.2%	.250
Tidur	18.50	6	3.146	14	21	111	5.8%	9.900
Total	19.55	98	2.691	10	25	1916	100.0%	7.240

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Content *	Between Groups (Combined)	135.301	16	8.456	1.208	.280
Hobi	Within Groups	566.944	81	6.999		
	Total	702.245	97			

7. Merek Jasa Seluler

Report

Internet Banner Advertising Content

Merk jasa seluler yang digunakan	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
3	19.71	7	1.254	18	21	138	7.2%	1.571
AS	18.00	7	2.309	15	21	126	6.6%	5.333
AXIS	21.67	3	3.055	19	25	65	3.4%	9.333
Hallo	22.00	1	.	22	22	22	1.1%	.
IM3	19.93	42	2.832	13	25	837	43.7%	8.019
MENTARI	19.50	6	1.643	17	22	117	6.1%	2.700
SIMPATI	18.88	8	2.949	12	21	151	7.9%	8.696
SMARTFREN	19.67	3	.577	19	20	59	3.1%	.333
XL	19.10	21	3.064	10	25	401	20.9%	9.390
Total	19.55	98	2.691	10	25	1916	100.0%	7.240

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Content *	Between Groups (Combined)	50.513	8	6.314	.862	.551
Merk jasa seluler yang digunakan	Within Groups	651.732	89	7.323		
	Total	702.245	97			

8. Lama Menggunakan Internet

Report

Internet Banner Advertising Content

Lama menggunakan internet	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
< 1 Tahun	18.83	6	2.137	15	21	113	5.9%	4.567
1-2 Tahun	19.94	18	1.474	18	24	359	18.7%	2.173
2-3 Tahun	19.38	13	4.093	10	25	252	13.2%	16.756
3-4 Tahun	19.30	10	2.710	12	22	193	10.1%	7.344
> 4 Tahun	19.59	51	2.714	13	25	999	52.1%	7.367
Total	19.55	98	2.691	10	25	1916	100.0%	7.240

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Content *	Between Groups (Combined)	6.937	4	1.734	.232	.920
Lama menggunakan internet	Within Groups	695.308	93	7.476		
	Total	702.245	97			

9. Kategori Website yang Sering Dikunjungi

Report

Internet Banner Advertising Content

Kategori Website yang paling sering dikunjungi	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
Search Engine	18.74	46	3.094	10	24	862	45.0%	9.575
Web Portal	20.75	4	.957	20	22	83	4.3%	.917
Download Site	19.33	3	1.155	18	20	58	3.0%	1.333
Website Komunikasi	20.52	33	2.438	15	25	677	35.3%	5.945
Website Hiburan	19.83	6	.753	19	21	119	6.2%	.567
Website Berita	19.33	3	1.528	18	21	58	3.0%	2.333
Blog	20.00	1	.	20	20	20	1.0%	.
Lain-lain	19.50	2	.707	19	20	39	2.0%	.500
Total	19.55	98	2.691	10	25	1916	100.0%	7.240

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Content *	Between Groups (Combined)	67.716	7	9.674	1.372	.227
Kategori Website yang paling sering dikunjungi	Within Groups	634.529	90	7.050		
	Total	702.245	97			

10. Website Indonesia yang Sering Dikunjungi

Report

Internet Banner Advertising Content

Website Indonesia yang paling sering dikunjungi	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
Kompas.com	18.91	23	2.592	13	24	435	22.7%	6.719
Detik.com	19.68	22	2.835	10	25	433	22.6%	8.037
Kaskus.us	19.58	26	2.533	12	25	509	26.6%	6.414
Kapanlagi.com	19.79	14	3.401	13	25	277	14.5%	11.566
Vivanews.com	19.86	7	2.410	15	23	139	7.3%	5.810
Indowebster.com	24.00	1	.	24	24	24	1.3%	.
Lain-lain	19.80	5	1.483	18	22	99	5.2%	2.200
Total	19.55	98	2.691	10	25	1916	100.0%	7.240

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Content * Between Groups (Combined)	31.286	6	5.214	.707	.645
Website Indonesia yang paling sering dikunjungi Within Groups	670.959	91	7.373		
Total	702.245	97			

C. Uji Beda (*Compare Means*) Antara *Internet Banner Advertising effect* dengan karakteristik responden, sebagai berikut:

1. Semester

Report

Internet Banner Advertising Effect

Semester	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
semester 2	32.67	12	8.478	18	43	392	11.7%	71.879
semester 4	35.90	21	7.854	21	47	754	22.6%	61.690
semester 6	34.86	14	9.088	23	46	488	14.6%	82.593
semester 8	31.35	34	8.721	13	50	1066	31.9%	76.053
semester 10	39.25	8	6.923	26	47	314	9.4%	47.929
semester 12	36.44	9	7.764	26	47	328	9.8%	60.278
Total	34.10	98	8.522	13	50	3342	100.0%	72.629

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Effect *	Between Groups (Combined)	619.302	5	123.860	1.773	.126
Semester	Within Groups	6425.677	92	69.844		
	Total	7044.980	97			

2. Jenis Kelamin

Report

Internet Banner Advertising Effect

Jenis Kelamin	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
Laki-Laki	33.98	44	8.211	14	47	1495	44.7%	67.418
Perempuan	34.20	54	8.843	13	50	1847	55.3%	78.203
Total	34.10	98	8.522	13	50	3342	100.0%	72.629

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Effect * Jenis Kelamin	Between Groups (Combined)	1.243	1	1.243	.017	.897
	Within Groups	7043.737	96	73.372		
	Total	7044.980	97			

3. Fakultas

Report

Internet Banner Advertising Effect

Fakultas	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
FBS	32.07	14	8.695	14	43	449	13.4%	75.610
FE	38.93	14	6.451	27	50	545	16.3%	41.610
FIK	32.21	14	10.017	13	47	451	13.5%	100.335
FIP	30.21	14	9.048	18	46	423	12.7%	81.874
FIS	35.43	14	5.585	26	46	496	14.8%	31.187
FMIPA	34.71	14	9.202	14	47	486	14.5%	84.681
FT	35.14	14	8.574	25	47	492	14.7%	73.516
Total	34.10	98	8.522	13	50	3342	100.0%	72.629

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Effect *	Between Groups (Combined)	690.408	6	115.068	1.648	.143
Fakultas	Within Groups	6354.571	91	69.830		
	Total	7044.980	97			

4. Uang Saku

Report

Internet Banner Advertising Effect

Uang Saku	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
Rp. 500.000,00 - Rp. 750.000,00	33.24	51	8.086	14	50	1695	50.7%	65.384
Rp. 750.001,00 - Rp. 1.000.000,00	34.81	31	8.272	13	47	1079	32.3%	68.428
Rp. 1.000.001,00 - Rp. 1.250.000,00	31.86	7	13.095	14	46	223	6.7%	171.476
Rp. 1.250.001,00 - Rp. 1.500.000,00	41.00	2	7.071	36	46	82	2.5%	50.000
> Rp. 1.500.000,00	37.57	7	7.913	28	47	263	7.9%	62.619
Total	34.10	98	8.522	13	50	3342	100.0%	72.629

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Effect * Uang Saku	Between Groups (Combined)	268.393	4	67.098	.921	.455
	Within Groups	6776.587	93	72.867		
	Total	7044.980	97			

5. Pengeluaran Internet Per Bulan

Report

Internet Banner Advertising Effect

Pengeluaran untuk langganan internet per bulan	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
< Rp. 10.000,00	34.61	18	10.118	18	50	623	18.6%	102.369
Rp. 10.001,00 - Rp. 25.000,00	34.88	16	6.397	25	43	558	16.7%	40.917
Rp. 25.001,00 - Rp. 50.000,00	31.59	37	8.767	13	46	1169	35.0%	76.859
> Rp. 50.000,00	36.74	27	7.568	18	47	992	29.7%	57.276
Total	34.10	98	8.522	13	50	3342	100.0%	72.629

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Effect *	Between Groups (Combined)	434.848	3	144.949	2.061	.111
Pengeluaran untuk langganan internet per bulan	Within Groups	6610.132	94	70.321		
	Total	7044.980	97			

6. Hobi

Report

Internet Banner Advertising Effect

Hobi	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
Begadang	32.00	2	5.657	28	36	64	1.9%	32.000
Belajar	30.50	2	3.536	28	33	61	1.8%	12.500
Browsing	31.27	11	8.810	14	43	344	10.3%	77.618
Jalan-Jalan	30.75	16	11.602	13	47	492	14.7%	134.600
Makan	38.50	2	10.607	31	46	77	2.3%	112.500
Mancing	35.00	1	.	35	35	35	1.0%	.
Memasak	34.33	3	7.371	26	40	103	3.1%	54.333
Membaca	35.88	16	8.123	23	50	574	17.2%	65.983
Menggambar	23.50	2	.707	23	24	47	1.4%	.500
Menyanyi	40.00	1	.	40	40	40	1.2%	.
Musik	39.25	8	5.203	29	46	314	9.4%	27.071
Ngopi	32.00	1	.	32	32	32	1.0%	.
Nonton Sinetron	41.00	2	7.071	36	46	82	2.5%	50.000
Olah Raga	35.35	20	8.002	20	47	707	21.2%	64.029
Otomotif	35.00	1	.	35	35	35	1.0%	.
Shoping	37.00	4	7.394	28	46	148	4.4%	54.667
Tidur	31.17	6	7.653	18	40	187	5.6%	58.567
Total	34.10	98	8.522	13	50	3342	100.0%	72.629

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Effect	Between Groups (Combined)	1080.998	16	67.562	.918	.552
	Within Groups	5963.982	81	73.629		
	Total	7044.980	97			

7. Merek Jasa Seluler Telekomunikasi

Report

Internet Banner Advertising Effect

Merk jasa seluler yang digunakan	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
3	36.43	7	8.404	23	47	255	7.6%	70.619
AS	30.71	7	8.341	18	40	215	6.4%	69.571
AXIS	36.67	3	10.017	27	47	110	3.3%	100.333
Hallo	40.00	1	.	40	40	40	1.2%	.
IM3	34.50	42	8.449	14	50	1449	43.4%	71.378
MENTARI	38.00	6	6.986	25	45	228	6.8%	48.800
SIMPATI	29.00	8	11.187	13	46	232	6.9%	125.143
SMARTFREN	30.00	3	6.245	23	35	90	2.7%	39.000
XL	34.43	21	8.207	18	46	723	21.6%	67.357
Total	34.10	98	8.522	13	50	3342	100.0%	72.629

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Effect * Merk jasa seluler yang digunakan	Between Groups (Combined)	531.527	8	66.441	.908	.514
	Within Groups	6513.452	89	73.185		
	Total	7044.980	97			

8. Lama Menggunakan Internet

Report

Internet Banner Advertising Effect

Lama menggunakan internet	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
< 1 Tahun	25.33	6	9.564	13	39	152	4.5%	91.467
1-2 Tahun	33.83	18	4.396	27	40	609	18.2%	19.324
2-3 Tahun	35.69	13	5.950	24	46	464	13.9%	35.397
3-4 Tahun	35.70	10	10.034	21	47	357	10.7%	100.678
> 4 Tahun	34.51	51	9.379	14	50	1760	52.7%	87.975
Total	34.10	98	8.522	13	50	3342	100.0%	72.629

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Effect *	Between Groups (Combined)	529.532	4	132.383	1.890	.119
Lama menggunakan internet	Within Groups	6515.448	93	70.059		
	Total	7044.980	97			

9. Kategori Website Yang Sering Dikunjungi

Report

Internet Banner Advertising Effect

Kategori Website yang paling sering dikunjungi	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
Search Engine	32.24	46	9.300	13	50	1483	44.4%	86.497
Web Portal	39.00	4	9.416	27	47	156	4.7%	88.667
Download Site	36.33	3	11.930	23	46	109	3.3%	142.333
Website Komunikasi	36.15	33	6.929	20	47	1193	35.7%	48.008
Website Hiburan	37.00	6	8.099	26	45	222	6.6%	65.600
Website Berita	28.00	3	7.000	21	35	84	2.5%	49.000
Blog	37.00	1	.	37	37	37	1.1%	.
Lain-lain	29.00	2	2.828	27	31	58	1.7%	8.000
Total	34.10	98	8.522	13	50	3342	100.0%	72.629

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Effect *	Between Groups (Combined)	631.701	7	90.243	1.266	.276
Kategori Website yang paling sering dikunjungi	Within Groups	6413.279	90	71.259		
	Total	7044.980	97			

10. Website Indonesia yang Paling Sering Dikunjungi

Report

Internet Banner Advertising Effect

Website Indonesia yang paling sering dikunjungi	Mean	N	Std. Deviation	Minimum	Maximum	Sum	% of Total Sum	Variance
Kompas.com	30.87	23	10.293	13	50	710	21.2%	105.937
Detik.com	38.18	22	6.426	25	47	840	25.1%	41.299
Kaskus.us	35.38	26	7.178	23	46	920	27.5%	51.526
Kapanlagi.com	32.14	14	7.252	20	42	450	13.5%	52.593
Vivanews.com	27.57	7	8.810	14	39	193	5.8%	77.619
Indowebster.com	37.00	1	.	37	37	37	1.1%	.
Lain-lain	38.40	5	8.764	27	46	192	5.7%	76.800
Total	34.10	98	8.522	13	50	3342	100.0%	72.629

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Internet Banner Advertising Effect *	Between Groups (Combined)	1102.316	6	183.719	2.813	.015
Website Indonesia yang paling sering dikunjungi	Within Groups	5942.664	91	65.304		
Total		7044.980	97			

UJI PRASYARAT ANALISIS

1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		98
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	8.17574343
Most Extreme Differences	Absolute	.070
	Positive	.056
	Negative	-.070
Kolmogorov-Smirnov Z		.688
Asymp. Sig. (2-tailed)		.731

a. Test distribution is Normal.

b. Calculated from data.

2. Uji Linearitas

Internet Banner Advertising Effect * Internet Banner Advertising Contact and Attention

ANOVA Table

			Sum of Squares	Df	Mean Square	F	Sig.
Internet Banner Advertising Effect *	Between Groups	(Combined)	816.442	14	58.317	.777	.690
Internet Banner Advertising Contact and Attention		Linearity	35.773	1	35.773	.477	.492
		Deviation from Linearity	780.669	13	60.051	.800	.658
Within Groups			6228.538	83	75.043		
Total			7044.980	97			

Measures of Association

	R	R Squared	Eta	Eta Squared
Internet Banner Advertising Effect * Internet Banner Advertising Contact and Attention	.071	.005	.340	.116

Internet Banner Advertising Effect * Internet Banner Advertising Content

ANOVA Table

			Sum of Squares	Df	Mean Square	F	Sig.
Internet Banner Advertising Effect *	Between Groups	(Combined)	1355.682	14	96.834	1.413	.166
Internet Banner Advertising Content		Linearity	525.520	1	525.520	7.667	.007
		Deviation from Linearity	830.161	13	63.859	.932	.525
	Within Groups		5689.298	83	68.546		
	Total		7044.980	97			

Measures of Association

	R	R Squared	Eta	Eta Squared
Internet Banner Advertising Effect * Internet Banner Advertising Content	.273	.075	.439	.192

3. Uji Multikolinearitas

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.282 ^a	.080	.060	8.261

a. Predictors: (Constant), Internet Banner Advertising Content, Internet Banner Advertising Contact and Attention

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	561.230	2	280.615	4.112	.019 ^a
	Residual	6483.750	95	68.250		
	Total	7044.980	97			

a. Predictors: (Constant), Internet Banner Advertising Content, Internet Banner Advertising Contact and Attention

b. Dependent Variable: Internet Banner Advertising Effect

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	15.845	6.426		2.466	.015		
	Internet Banner Advertising Contact and Attention	.149	.205	.071	.723	.471	1.000	1.000
	Internet Banner Advertising Content	.865	.312	.273	2.775	.007	1.000	1.000

a. Dependent Variable: Internet Banner Advertising Effect

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Internet Banner Advertising Contact and Attention	Internet Banner Advertising Content
1	1	2.872	1.000	.00	.02	.00
	2	.119	4.911	.02	.96	.03
	3	.009	17.843	.98	.03	.97

a. Dependent Variable: Internet Banner Advertising Effect

4. Uji Heteroscedastisitas

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.167 ^a	.028	.008	4.59937

a. Predictors: (Constant), Internet Banner Advertising Content, Internet Banner Advertising Contact and Attention

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.931	2	28.966	1.369	.259 ^a
	Residual	2009.649	95	21.154		
	Total	2067.580	97			

a. Predictors: (Constant), Internet Banner Advertising Content, Internet Banner Advertising Contact and Attention

b. Dependent Variable: ABSut

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.821	3.578		3.304	.001
	Internet Banner Advertising Contact and Attention	.041	.114	.036	.360	.719
	Internet Banner Advertising Content	-.280	.174	-.163	-1.615	.110

a. Dependent Variable: ABSut

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Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.282 ^a	.080	.060	8.261

a. Predictors: (Constant), Internet Banner Advertising Content, Internet Banner Advertising Contact and Attention

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	561.230	2	280.615	4.112	.019 ^a
	Residual	6483.750	95	68.250		
	Total	7044.980	97			

a. Predictors: (Constant), Internet Banner Advertising Content, Internet Banner Advertising Contact and Attention

b. Dependent Variable: Internet Banner Advertising Effect

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15.845	6.426		2.466	.015
Internet Banner Advertising Contact and Attention	.149	.205	.071	.723	.471
Internet Banner Advertising Content	.865	.312	.273	2.775	.007

a. Dependent Variable: Internet Banner Advertising Effect